

**MAHARSHI DAYANAND SARASWATI UNIVERSITY  
AJMER**

# **SYLLABUS**

**SCHEME OF EXAMINATION AND  
COURSES OF STUDY**

**FACULTY OF JOURNALISM AND MASS  
COMMUNICATION**

**Master of Arts (Journalism and Mass  
Communication) (MA (JMC))**

**(Semester Scheme: Two Year's Degree Course)  
(As Per UGC- Curriculum & Credit  
Framework for Post-graduates Program)**

**(As Per NEP 2020)**

MA (JMC) I 2026-2027  
MA (JMC) II 2027-2028



**Maharshi Dayanand Saraswati University  
Ajmer**

**MA (Journalism and Mass Communication)**  
**Ordinance for the MA (Journalism and Mass Communication)**  
**Programme of Study: 2026-27 to 2027-28**

**Programme:** MA (Journalism and Mass Communication) programme is designed as a four semester programme spread over a two year period.

**Eligibility:** The candidate seeking admission for the first year of MA (Journalism and Mass Communication) shall be required to possess a Bachelors degree in any discipline with 40% marks in aggregate either of this university or equivalent thereto and for SC/ST/OBC candidates as per University reservation Rules. Preference will be given to the candidate who possesses the Bachelor degree in Journalism and Mass Communication. Candidates who have appeared or are appearing in the final year of qualifying examination may apply for admission at their own risk subject to the condition that they will be required to submit the mark-sheet of the qualifying examination at the time of counseling, failing which their candidature shall be cancelled without notice.

**Admission:** The admission to the MA (Journalism and Mass Communication) programme (Previous) shall be made in order of merit to be determined on the basis of marks obtained at the qualifying exams. The minimum marks in qualifying examination should be 40% in any discipline for General Category (passing marks in qualifying examination for SC/ST/OBC) as otherwise indicated by the University or State Government directives from time to time. Any change in the course syllabi and scheme of examination shall be governed under the University ordinances.

**Examination:** The examination for the two year degree of MA (Journalism and Mass Communication) shall consist of Four Semester, two in Previous and two in Final of the course –

**MA (Journalism and Mass Communication) (Previous)**

Semester I Examination

Semester II Examination

**MA (Journalism and Mass Communication) (Final)**

Semester III Examination

Semester IV Examination

Candidates are required to pursue a regular course of study in the University/ affiliated college for appearing in the examination.

- Elective courses of the Department may be offered or not in a particular semester at Department, depending on the availability of faculty and infrastructure. Thus the list of electives being offered must be displayed on the Notice Board of the Department.

- The maximum number of students to be registered in each course shall depend upon the physical and other facilities available.
- No course shall be offered unless a minimum of 10 students are registered.
- Students admitted late will have to contact the Head of the Department, who in turn must introduce and guide him/ her to the process of registration.

**Scheme of Examination, Evaluation and Progression:**

**i. Internal Evaluation – 30 Marks**

**For University Departments**

The Department of Journalism and Mass Communication shall devise its own scheme for Internal Assessment.

**ii. End Semester Examination – 70 Marks**

There shall be a Terminal Examination at the end of each Semester carrying 70 marks. The question paper shall comprise three sections **Section A, Section B and Section C.**

**Section A**

Section shall be of **20 marks** and consist of **10 questions** carrying **2 marks** each to be answered in approximately *20 words* each. All questions shall be compulsory. The examiner shall set the question paper choosing at least 3 questions from each unit.

**Section B**

Section shall be of **30 marks** and consist of **9 questions** carrying **5 marks** each to be answered in approximately *250 words* each. A Candidate shall attempt any six questions. The examiner shall set the questions ensuring that at least three questions are drawn from each Unit.

**Section C**

**Section shall** be of **20 marks** and consist of three questions carrying 10 marks each to be answered in *500 words* each. A Candidate shall attempt any two questions. The examiner shall set one question from each Unit.

**Distribution of Marks Component:-**

- **Internal Evaluation – 30 marks**
- **End-Semester Examination– 70 marks**
  - (iii) There shall be an examination at the end of each semester as determined by the University.
  - (iv). The medium of instruction will be in Hindi or English and student has to answer all the question papers in the prescribed course in Hindi or English only in both internal and external examinations.
  - (v) The scheme of evaluation of Dissertation shall be done by both Head/Incharge of the Department and external experts.
  - (vi) Candidates reappearing at an examination in a subsequent year shall be examined in accordance with the scheme and syllabi in force (at the

time of his admission) and shall be entitled to the award of degree of the year in which they clear the last failing/ unclear paper.

(vii) A student to be eligible for award of degree has to clear all the papers offered as per University ordinances.

(viii) A candidate who fail to qualify all the papers of examination either in previous Semester I & II or final year Semester III & IV, shall appear in the due papers in the next three semester examination when the paper becomes due.

(ix) A candidate who desires to improve his or her performance shall appear at the subsequent examination as per University ordinances.

(x) Examination Result and Grading: As decided by the University.

(xi) Student who has secured less than 40% marks in any course; she/he is treated as failed in that paper.

(xii) The marks of internal assessment for Ex-Student will be carried over in the concerned semester.

(xiii) A student shall be eligible for the award of Master of Arts (Journalism and Mass Communication) MA(JMC) degree only if she/he fulfils the following conditions:

- a) Passes all the four semesters as laid down in the syllabus as well as all the Viva-Voce examination and also secures minimum prescribed pass marks in the MA (JMC) Dissertation.
- b) Fulfils all other requirements prescribed by the competent authority from time to time for satisfactory completion of each course of study in each of the two years.
- c) Division of marks shall be awarded on the basis of aggregate marks obtained in all the papers prescribed for all the four semester examinations. The degree shall be awarded to successful students on the basis of the combined results of first year, Semester I & II and second year Semester III & IV examinations as follows:

|   |                                          |             |
|---|------------------------------------------|-------------|
| - | Securing 60% and above                   | I Division  |
| - | Securing 45% and more and below 60%      | II Division |
| - | Securing 36% and above but less than 45% | Pass        |

(xiv) **Attendance:** As per university rule.

**SCHEME OF TWO YEARS POST GRADUATE- MA (Journalism  
and Mass Communication)**

Programme Code:

Programme Faculty:

**Programme Name: Two years Post Graduate Degree Program in MA  
(Journalism and Mass Communication)**

**Scheme and Weightage of Course**

| S. N<br>o | Course<br>Category | Title of the course | Cr<br>edi<br>ts<br>L | Cre<br>dits<br>P | Cred<br>its<br>T | Cre<br>dit<br>earn<br>ed | Eval<br>uati<br>on | Evaluat<br>ion<br>ESA | Eval<br>uatio<br>n<br>Total | Remark |
|-----------|--------------------|---------------------|----------------------|------------------|------------------|--------------------------|--------------------|-----------------------|-----------------------------|--------|
|-----------|--------------------|---------------------|----------------------|------------------|------------------|--------------------------|--------------------|-----------------------|-----------------------------|--------|

|   |                 |                                                      |                        |   |   |    |                      |    |     |  |                                    |
|---|-----------------|------------------------------------------------------|------------------------|---|---|----|----------------------|----|-----|--|------------------------------------|
|   |                 | SEMESTER-I                                           |                        |   |   |    | IA                   |    |     |  | All Courses are Compulsory Courses |
| 1 | MA (JMC)-DCC-01 | Principles of Communication and Communication Theory | 4                      | 0 | 0 | 4  | 30                   | 70 | 100 |  |                                    |
| 2 | MA (JMC)-DCC-02 | Origins & Growth of Media                            | 4                      | 0 | 0 | 4  | 30                   | 70 | 100 |  |                                    |
| 3 | MA (JMC)-DCC-3  | Reporting, Content & Feature writing                 | 4                      | 0 | 0 | 4  | 30                   | 70 | 100 |  |                                    |
| 4 | MA (JMC)-DCC-4  | Principles of Editing and designing communication    | 4                      | 0 | 0 | 4  | 30                   | 70 | 100 |  |                                    |
| 5 | MA (JMC)-DCC-05 | Contemporary Media Technologies                      | 4                      | 0 | 0 | 4  | 30                   | 70 | 100 |  |                                    |
|   |                 |                                                      | Total Credits in Sem-I |   |   | 20 | Total Marks in Sem-I |    | 500 |  |                                    |

## Semester -II

| S.N o | Course Category  | Title of the course             | Credits L                | Credits P | Credits T | Credit earned | Evaluation IA              | Evaluation ESA | Evaluation Total | Remark                  |
|-------|------------------|---------------------------------|--------------------------|-----------|-----------|---------------|----------------------------|----------------|------------------|-------------------------|
| 6     | MA (JMC)-DCC-06  | Digital Media and Journalism    | 4                        | 0         | 0         | 4             | 30                         | 70             | 100              | Student May Opt any One |
| 7     | DCC-07           | Digital Social Media and IT Act | 4                        | 0         | 0         | 4             | 30                         | 70             | 100              |                         |
| 8     | MA (JMC)-DCC-8   | Communication research          | 4                        | 0         | 0         | 4             | 30                         | 70             | 100              |                         |
| 9     | MA (JMC)-DSE-01A | Event Management and Reporting  | 4                        | 0         | 0         | 4             | 30                         | 70             | 100              |                         |
|       | MA (JMC)-DSE-01B | Corporate Social Responsibility | 4                        | 0         | 0         | 4             | 30                         | 70             | 100              |                         |
| 10    | MA (JMC)-DCC-09  | Media Law and Ethics            | 4                        | 0         | 0         | 4             | 30                         | 70             | 100              |                         |
|       |                  |                                 | Total credits in Sem -II |           |           | 20            | Total Marks in Semester II |                | 500              |                         |

## Semester -III

| T. N O. | Course Category | Title of the course                   | Credits L | Credits P | Credits T | Credit earned | Evaluation IA | Evaluation ESA | Evaluation Total | Remark                  |
|---------|-----------------|---------------------------------------|-----------|-----------|-----------|---------------|---------------|----------------|------------------|-------------------------|
| 11      | MA (JMC)-DCC-10 | Rural and Development Communication   | 4         | 0         | 0         | 4             | 30            | 70             | 100              | Student May Opt any One |
| 12      | MA (JMC)-DCC-11 | Science and Environment Communication | 4         | 0         | 0         | 4             | 30            | 70             | 100              |                         |
| 13      | MA              | Photo Journalism                      | 4         | 0         | 0         | 4             | 30            | 70             | 100              |                         |

|    |                             |                                   |                              |   |   |    |                                |    |     |                               |
|----|-----------------------------|-----------------------------------|------------------------------|---|---|----|--------------------------------|----|-----|-------------------------------|
|    | (JMC)-<br>DSE-<br>02A       |                                   |                              |   |   |    |                                |    |     | Student<br>May Opt<br>any One |
|    | MA<br>(JMC)-<br>DSE-<br>02B | Writing for Media                 | 4                            | 0 | 0 | 4  | 30                             | 70 | 100 |                               |
| 14 | MA<br>(JMC)-<br>DSE-<br>03A | Online Journalism                 | 4                            | 0 | 0 | 4  | 30                             | 70 | 100 |                               |
|    | MA<br>(JMC)-<br>DSE-<br>03B | Film and Documentary<br>Studies   | 4                            | 0 | 0 | 4  | 30                             | 70 | 100 |                               |
| 15 | MA<br>(JMC)-<br>DCC-<br>12  | Media Ownership and<br>Management | 4                            | 0 | 0 | 4  | 30                             | 70 | 100 |                               |
|    |                             |                                   | Total credits in<br>Sem -III |   |   | 20 | Total Marks in<br>Semester III |    | 500 |                               |

## Semester -IV

| U. N<br>O. | Course<br>Category          | Title of the course                               | Cred<br>its<br>L            | Cred<br>its<br>P | Cred<br>its<br>T | Credit<br>earned | Evaluatio<br>n<br>IA            | Evaluat<br>ion<br>ESA | Eval<br>uatio<br>n<br>Total | Remark                        |                               |
|------------|-----------------------------|---------------------------------------------------|-----------------------------|------------------|------------------|------------------|---------------------------------|-----------------------|-----------------------------|-------------------------------|-------------------------------|
| 16         | MA<br>(JMC)-<br>DCC-<br>13  | Statistical Methods and<br>Tools in Communication | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         | Student<br>May Opt<br>any One |                               |
| 17         | MA<br>(JMC)-<br>DCC-<br>14  | Public Relations and<br>Corporate Communication   | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         |                               |                               |
| 18         | MA<br>(JMC)-<br>DSE-<br>04A | Media Management                                  | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         |                               | Student<br>May Opt<br>any One |
|            | DSE-<br>04B                 | New Media Studies                                 | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         |                               |                               |
| 19         | MA<br>(JMC)-<br>DSE-<br>05A | Advertisement and<br>Marketing                    | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         |                               |                               |
|            | DSE-<br>05B                 | Sports' Journalism                                | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         |                               |                               |
| 20         | MA<br>(JMC)-<br>DCC-<br>15  | Research project /<br>Dissertation                | 4                           | 0                | 0                | 4                | 30                              | 70                    | 100                         |                               |                               |
|            |                             |                                                   | Total credits in<br>Sem -IV |                  |                  | 20               | Total Marks in<br>Semester IV   |                       | 500                         |                               |                               |
|            |                             | Total Credits in all Semester (20+20+20+20)       |                             |                  |                  | 80               | Total Marks in all<br>Semesters |                       | 2000                        |                               |                               |

## **Descriptive Syllabus**

### **Semester- I**

#### **MA(JMC)-DCC-01 Principles of Communication and Communication Theory**

##### **Unit -I**

Communication: Definition, Concept, elements, forms, process and functions of communication, types of Communication, Need and Significance of communication, Public Opinion and Propaganda, Publicity, New aspects of Communication.

##### **Unit-II**

Emergence of Theories: Propaganda: Concept, Devices and Theory; System Theory; Information Theory, Cognitive and Consistency Theories, Attitude Change Theories Unit, Interpersonal and Mass Communication Theories.

##### **Unit-III**

Theories of Communication: Sociological and Normative Theories Bullet, Psychological or Individual Differences, Personal Influence, Cultivation, Dependency, Uses and Gratification, Agenda setting, Free Press, Development, Communist Media theory and others.

#### **Suggested Readings:**

1. McQuail Denis, Mass Communication Theory, (New Ed.), Sage Publication Ltd.
2. Rogers M. Everett, A History of Communication Study, New York, Free Press
3. Littlejohn, W. Stephen, Theories of Human Communication, (New Ed.), Belmont, California
4. Kincaid, D. Lawrence, Communication Theory - Eastern and Western
5. Suggested Readings:
6. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
7. Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
8. Kamath, M.V., The Journalist's Handbook: Vikas Publishing House, New Delhi.
9. Sahay, Uday, Making News: Handbook of the Media in Contemporary India,
10. MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.A
11. Manual for News Agency Reporters, Indian Institute of Mass Communication

## **MA(JMC)-DCC-02 Origins and Growth of Media**

### **Unit- I**

History of Indian News Paper- Early Journalism in Bengal, Bombay and Madras Presidencies; Press and Freedom Movement; Press and Emergency; Press in Indian Language; News Agencies.

### **Unit- II**

Radio: Origin and Development of Radio; All India Radio; Milestone in the history of Radio in India; FM radio.

Television: Origin and Development of Television; Milestone in the history of Indian television; Doordarshan; Prasar Bharati; Satellite and Cable television in India; Private Channels.

### **Unit- III**

Cinema: Salient Era to the talkies, Cinema in India, Bollywood, Tollywood, Koliwood, Traditional Media in India, Folk and Theatre.

Origin and Growth of Media in Rajasthan: Newspaper, Television, News Agencies, Movement in Rajasthan.

### **Suggested Readings:**

1. P. Parthasarathi, Modern Journalism in India (1991), Sterling Publisher.
2. Irwin lang, A History of Mass Communication Six Information Revolutions, Focal Press.

Brian Winston, Media Technology Society: A history from telegraph to internet, Routledge.

## **MA(JMC)-DCC-03 Reporting and Feature Writing**

### **Unit- I**

Definitions of News, news values, sources of news, news gathering; qualities and 7 C's of News, categories of reporters, special correspondent the reporter and his beat, reporter's qualities and responsibilities. Reporting for a news agency and reporting for a daily newspaper; Essentials of news writing, news story structure, the inverted pyramid; importance and various kinds of leads.

### **Unit- II**

Niche Reporting-Agriculture, Business, Crime, Lifestyle, Celebrity, Defence, Peace and Conflict, Capital Markets, Environment, Education, Science and Technology, Court, Legislature. Sports, Health and Nutrition, Conventions & Seminars; Political Events, Elections, Writing Obituaries. History of Internet, News Portals, Blogs. Definition and characteristics of Online Media- New media-as a tool for social change, interactivity and new media, Internet and impact on mass media, web newspapers, radio, and television

### **Unit-III**

Feature- Meaning, Concept and various types. A feature distinguished from a news story, a special article and an editorial. Preparation of manuscript; feature syndicates; freelance writing.

Writing reviews of books, films, theatre and performing arts, Language proficiency; Developing writing skills-usages, common errors, newspaper lexicon, syntax.)

### **Suggested Readings:**

- Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
- Lewis, James., The Active Reporter. Press Institute of India, New Delhi.
- MacDougall, Curtis D., Interpretative Reporting, Macmillan, New York.A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi,
- Agrawal, Veerbala, Gupta, V.S., Handbook of Journalism and Mass Communication, Concept
- Alexander, Louis., Beyond the Facts: A Guide to the Art of Feature Writing Gulf Publishing Co., Texas.
- Metzler, Ken., Creative Interviewing. Prentice Hall, New Jersey.
- Nelson, Roy Paul., Articles and Features. Houghton-Mifflin, Boston.
- Nicholls, Brian., Features with Flair. Vikas Publishing House, New Delhi.
- Mehta, D.S., Mass Communication and Journalism in India. Allied Publications Pvt.Ltd., Bombay.

## **MA(JMC)-DCC-04 Editing, Layout and Printing**

### **Unit- I**

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of online editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor, Concept of reader's editor and Ombudsmen. Editorial page and opinion writing.

### **Unit- II**

Heading: various types and art of writing; Text-breakers and their use for dressing copy writing. Photo journalism, Pictures: selection and editing, writing captions.

Design: Principles and functions of newspaper design, factors that influence design; mechanics of page make-up.

### **Unit-III**

Brief history of printing. computerized photo type setting. Letter press, Offset, Gravure. Recent technological innovations in composing, Proof reading: symbols and importance.

Ethics and new media-consequences and issues pertaining to irresponsible writing and transfer of SMS/MMS, sting operations, Online media and editing.

**Suggested Readings:**

George, T.J.S. Editing, A Handbook for Journalists. HIMC, New Delhi  
Hides, Michael., The Sub-editor's Companion. Press Institute of India, New

Evans, Harold., Editing and Design (5 Volumes). William Heinemann, London.

The Active Newsroom (IPI Manual). International Press Institute, Zurich.

Moen, Daryl R., Newspaper Layout and Design. Iowa State University Press. Ames, Iowa.

Gibson, Martin L., Editing in the Electronic Era. Prentice-Hall of India Pvt. Ltd., New Delhi.

Sutton, Albert A., Design and Make-up of the Newspaper. Prentice-Hall Inc., New York.

Maghdam, Dineh. Computers in Newspaper Publishing. Marcel-Dekker Inc.. New York

Collin, D.H., Dictionary of Printing & Publishing. Peter Collin Publishing Ltd., Middlesex.

Worlock, Peter., The Desk Top Publishing Book. Heinemann, London.

Shrivastava, K.M., News Reporting & Editing, Sterling Publishers Pvt. Ltd., New Delhi.

Parthasarathy, Rangaswami, Basic Journalism, MacMillan India Ltd., New

**MA(JMC)-DCC-05 Contemporary Media Technologies**

**Unit-I**

Emergence of New Media Technologies- Internet, World Wide Web (WWW), On line Journalism, Mobile journalism; Mobile as Mass Media; Face book, twitter, Whatsup and other social media, Basic knowledge of HTML and use of a content management system

**Unit-II**

Digital storytelling: Tools of multimedia journalists; learn to report, write and produce in a manner that is appropriate for online media; Feature writing for online media: Story idea, development and news updates; Podcast and Webcast

**Unit-III**

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright

**Suggested reading:**

Media Now: Understanding Media, Culture, and Technology by Joseph Straubhaar, Robert LaRose, and Lucinda Davenport.

Media Technologies: Essays on Communication, Materiality, and Society by Tarleton Gillespie, Pablo J. Boczkowski, and Kirsten A. Foot.*Best for:* Understanding how technology and social life shape each other.

The Digital Media Handbook by Andrew Dewdney and Peter RideThe Network Society by Jan van Dijk.

The Digital Media Reader: Media, Culture, Society and Politics by Crocels Press. Digital Media Ethics by Charles Ess.

Understanding New Media by Kim Christian Schröder et al.

The Metaverse: And How It Will Revolutionize Everything by Matthew Ball.

## **Semester- II**

### **MA(JMC)-DCC- 06 Digital Media and Journalism**

#### **Unit I**

The Digital Evolution of Journalism, digital-first newsrooms. Real-time reporting dynamics. Convergence of print, broadcast, and online media. Networked public spheres. Political economy of digital media platforms. Citizen journalism. Hyperlocal reporting. Crowdsourcing news. Ethical dimensions of speed versus accuracy.

#### **Unit II**

Multimedia Storytelling and Data Journalism. Narrative structures for digital platforms. Visual journalism formats. Basics of data acquisition, cleaning, and analysis. Podcasting and audio storytelling. Mobile journalism (MoJo) techniques. Interactive infographics. Video production for social platforms.

#### **Unit III**

Content Management Systems (CMS). Open-source intelligence (OSINT) tools. Data visualization software. Mapping tools. Audience Engagement, Analytics, and Economics. Social media distribution strategies. Metrics and web analytics in newsrooms. Monetization models like paywalls, membership, and native advertising. Combating misinformation, disinformation, and fake news.

#### **Suggested Reading:**

Briggs, M. (2020). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. CQ Press.

Craig, D. A. (2011). *Excellence in Online Journalism: Exploring Current Practices and Future Possibilities*. SAGE Publications.

Houston, B. (2023). *Data Journalism: Inside the Global Future*. Routledge.

Hermida, A. (2014). *Tell Everyone: Why We Share and Why It Matters*. DoubleDay Canada.

Kovach, B., & Rosenstiel, T. (2021). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. Crown Publishing.

Quandt, T., & Singer, J. B. (2009). *Convergence Journalism*. In *The Handbook of Journalism Studies*. Routledge.

## **MA(JMC)-DCC- 07 Digital Social Media and IT Act**

### **Unit I**

Foundations of Network Society, historical shifts, cultural dynamics, and the critical theories governing online behavior and network structures. Evolution of New Media: Digitalization, convergence, remediation, and the core characteristics of digital texts. Decentralization, information economies, and Castells' structural perspective on networking. The Digital Divide: Global and regional inequalities in infrastructure, digital literacy, and data access.

### **Unit II**

Social Media Ecosystems, Dynamics & Culture, user psychology, data collection, community building, and how social networks change public discussion and corporate communication. Online self-presentation, digital intimacy, and the micro-celebrity/influencer economy. Metrics of engagement (applause, amplification, and conversion rates) and basic audience analysis.

### **Unit III**

Ethics, Law, and Emergent Technologies, policy, cybersecurity, intellectual property, and the impact of automated systems like AI. Digital Regulations & Policy: Internet governance, data localization, Section 230, and national IT laws. Privacy & Security: Surveillance economics, data privacy regulations (GDPR, CCPA), and cybersecurity risks. Generative AI, machine learning ethics, and the automated production of media content.

### **Suggested Readings**

Castells, M. (2010). *The Rise of the Network Society*. Wiley-Blackwell.

Fuchs, C. (2021). *Social Media: A Critical Introduction*. Sage Publications.

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.

Srnicek, N. (2017). *Platform Capitalism*. Polity Press.

Gillespie, T. (2018). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media*. Yale University Press.

O'Neil, C. (2016). *Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy*. Crown Publishing.

Floridi, L. (2023). The Ethics of Artificial Intelligence: Principles, Challenges, and Opportunities. Oxford University Press.

Lessig, L. (2006). Code: And Other Laws of Cyberspace, Version 2.0. Basic Books.

## **MA(JMC)-DCC- 08 Communication research**

### **Unit I**

Communication Research: Definition, Development, Process and Scope of Communication Research. Communication Research Types: Basic and Applied Research; Quantitative, Qualitative and Mixed Methods Research, Readership surveys, TAM and Listenership.

### **Unit- II**

Communication Research Design: Elements of Research Design; Experimental, Survey and Longitudinal research Designs. Theory Building in Communication Research: Definition, Elements, Concepts, Variables and Hypothesis.

### **Unit- III**

Sampling: Census v/s Sampling Method; Probability and Non-probability Sample types; Determining Sample size. Data Collection Techniques: Questionnaire, Schedule, Focus Group Interviewing, Case Study, Field Observations and Content Analysis.

### **Suggested Readings:**

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Berger, A. (2010, 2nd edition) Media and Communication Research Methods An Introduction to Qualitative and Quantitative Approaches. USA: Sage Publications.
4. Frey et al. (2000) Investigating Communication: An Introduction to Research Methods. USA: Allyn and Bacon.
5. Hansen A. et al. (2004) Mass Communication Research Methods. London:
6. Hocking John et al. (2003) Communication Research. USA: Allyn and Bacon.
7. Leslie L.Z. (2010) Communication Research Methods in Postmodern Culture. USA: Allyn and Bacon.
8. Lindlof Thomas R. (2010, 3rd edition) Qualitative Communication Research. USA: Sage Publications.
9. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
10. Reinard John C. (2007) Introduction to Communication Research (Paperback). New Delhi: McGraw-hill.

## **MA(JMC)-DSE 01A Event Management and Reporting**

### **Unit I**

Conceptual Framework and Event Planning, Definition, scope, and significance of event management. Corporate, cultural, sports, political, and personal events. Developing event concepts, themes, and feasibility analysis.

### **Unit II**

Crowd management, security, and risk assessment. Revenue streams, and financial control. Branding, sponsorship acquisition, and promotional strategies. Digitalization: Utilizing event software, virtual platforms, and hybrid models.

### **Unit III**

Media Relations and Event Reporting, Media Coverage, Writing press releases, organizing press conferences, and media inviting. Content Creation, social media storytelling, and photography briefs.

### **Suggested Readings**

Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2017). *Events Management: An Introduction*. Routledge.

Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2012). *Events Management*. Routledge.

Goldblatt, J. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. Wiley.

Fenich, G. G. (2015). *Production and Logistics in Meeting, Expositions, Events, and Conventions*. Pearson.

Wagen, L. V. D., & White, L. (2018). *Event Management: For Tourism, Cultural, Business and Sporting Events*. Cengage.

## **MA(JMC)-DSE- 01B Corporate Social Responsibility**

### **Unit I**

Foundations and Evolution of CSR, Definitions of CSR, citizenship, and corporate sustainability. From industrial philanthropy to modern strategic CSR. Globalization, consumer awareness, investor pressure, and NGO activism.

### **Unit II**

Regulatory Frameworks and Global Standards, sustainability reporting frameworks. Global Guidelines, United Nations Global Compact (UNGC) and OECD Guidelines for Multinational Enterprises. Social Responsibility and Social Accountability. Reporting Frameworks: Global Reporting Initiative (GRI) and Integrated Reporting (IR).

### **Unit III**

CSR Strategy: Aligning community development projects with core business competencies. Implementation Models: Direct execution vs.

partnerships with NGOs and Civil Society Organizations (CSOs). Monitoring and Evaluation: Social auditing, Social Return on Investment (SROI), and impact assessment tools.

### **Suggested Readings**

Carroll, A. B., & Buchholtz, A. K. *Business and Society: Ethics, Sustainability, and Stakeholder Management*. Cengage Learning.

Chandler, D. *Strategic Corporate Social Responsibility: Sustainable Value Creation*. SAGE Publications.

Werther, W. B., & Chandler, D. *Strategic Corporate Social Responsibility: Stakeholders in a Global Environment*. SAGE Publications.

Bani-Kalid, A. *Corporate Social Responsibility and Governance*. Routledge.

Kotler, P., & Lee, N. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. John Wiley & Sons.

Global Reporting Initiative (GRI). *GRI Standards for Sustainability Reporting*. (Latest Institutional Guidelines).

## **MA(JMC)-DCC-09 Media Law and Ethics**

### **Unit- I**

History of press laws in India. Freedom of speech and expression and their limits; Parliamentary privileges, Contempt of court, Law of defamation, Official Secrets Act, 1923, Right to Information Act, Press and Registration of Books Act, 1867, Media Reporting of Child Rights.

### **Unit- II**

Working Journalists and Other, Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955, Copyright Act, Press Council Act, Indecent Representation of Women Act, Cable Television Act, Information Technology Act, Drugs and Magic Remedies Act.

### **Unit- III**

Ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; Press Council of India and its broad guidelines for the press and other professional organizations, Accountability and independence of media.

### **Suggested Readings:**

1. Reports of the First Press Commission (1954) and the Second Press Commission (1982).
2. Basu, Durga Das, *The Law of the Press in India*. Prentice-Hall of India, New Delhi.
3. Kagzi, M.C.J., *The Constitution of India*. Metropolitan Book Co., Delhi.

4. Sorabji. Soli J., Law of Press Censorship in India. H.M. Tripathi Pvt. L.td... Bombay:
5. Radhakrishnamurti, Baddepudi. Indian Press Laws. Indian Law House, Guntur.
6. Report of the Second Press Commission (1982), Govt. of India, Publications Division.
7. Noorani, A. (Ed.), Freedom of the Press in India. Nachiketa Publications Ltd., Bombay.
8. Rayudu, C.S. & Rao Dr. Nageswar S.B., Mass Media Laws and Regulations, Himalaya Publishing House, Delhi.
9. Venkateswaran, K.S., Mass Media Laws and Regulations in India, Asian Mass Communication, Singapore.
10. Grover, A.N., Press and the Law, Vikas Publishing House Pvt. Ltd, New Delhi.
11. Nordenstreng, Kaarle and Hifti Topuz (Eds.). Journalist: Status, Rights and Responsibilities. International Organization of Journalists, Prague.
12. Kataria, Dr.S.K. Right to Information, National Publishing House, New Delhi

### **Semester- III**

#### **MA(JMC)-DCC- 10 Rural and Development Communication**

##### **Unit- I**

Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, development in India in the Five Year Plans, Role of Communication in Development.

Approach to development: Basic need, integrated development, Local organisations, Self development and Participatory development.

##### **Unit- II**

'Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication, Participatory message making, Decision making and action. Role of interpersonal channels, traditional media, mass media, new information and communication technology in development with special reference to India.

##### **Unit- III**

Social and Rural Development: Social indicators of development- education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

### **Suggested Readings:**

1. White, Shirley A., K. Sadanandan Nair and Joseph Ascroft, Participatory Communication: Working for Change and Development. Sage, New Delhi.
2. Ambastha, C.K., Communication Patterns in Innovation Development. Extension and ClientSystem. B.R. Publishing Corporation, Delhi
3. Servaes, Jan, Thomas L. Jacobson and Shirley A. White (Eds.). Participatory Communication for Social Change. Sage, New Delhi.
4. Schramm, Wilbur, Mass Communication and National Development. UNESCO, Paris.
5. S.ots Thakur, B.S. and Binod Agrawal (Eds.), Media Utilization for the Development of Women and Children. Concept Publishers, New Delhi.
6. Pokhrapurkar, Raja, Rural Development through Community Television. Concept Publishers, New Delhi.
7. Rao, B.S.S., Television for Rural Development. Concept Publishers, New Delhi.
8. Mehta, S.R. (Ed.). Communication and Development: Issues and Perspectives. Rawat Publications, Jaipur and New Delhi.
9. Banerjee, Sumanta, Family Planning Communication-A Critique of Indian Programme. Radiant Publications, New Delhi.
10. Dhama, O.P. and O.P. Bhatnagar, Education and Communication for Development. Oxford and IBH Publishing Houses, New Delhi.
11. Gupta, V.S., Communication and Development, Concept Publishing Co. New Delhi.
- Gupta, V.S. and Singh, Ranjit (Ed.), Communication Planning for Socioeconomic Development, Har. Anand Publication, New Delhi.

## **MA(JMC)-DCC-11 Science and Environment Communication**

### **Unit- I**

Public Understanding of Science (PUS), how to promote the PUS, Scientific literacy, Scientific Culture, Scientific thinking and attitude, Globalization and changing attitudes towards Science, Role of Science and Technology in the modern society.

### **Unit- II**

Classification and brief description of different genres of scientific writings, popular science fiction and science journalism, relationship between science and the public, Popularizing Science and Technology:

Methods and Problems. Promoting scientific outlook and using science and technology for social change.

### **Unit- III**

Environment Communication: Meaning, concept and importance; Writing Environment news stories, important media for communicating Environmental issues, writing and producing Environment based programs on radio television and internet, writing features on Environment, communicating Environmental issues to rural audiences.

#### **Suggested Readings:**

Vilanilam, J.V., Science Communication and Development through Media, Sage Publication, New Delhi.

Report of the Enquiry Committee on Small Newspaper (1965).

Kothari, Gulab, Newspaper Management in India. Intercultural Open University, Netherlands.

Sindhvani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.

Mathur, B.S., Principles of Management. National Publishing House, New Delhi.

### **MA(JMC)-DSE-02A Photo Journalism**

#### **Unit I**

Foundations and History of Visual Storytelling, Evolution of the Visual Narrative: From early documentary photography to modern digital reporting. Golden Age of Photojournalism: Impact of magazines like *Life*, *Look*, and *Picture Post*; the role of Magnum Photos.

#### **Unit II**

Advanced Field Practices and Visual Editing, narrative structuring, and editorial management of visual news. Planning, researching, shooting, and structuring multi-image narrative arcs. The role of the photo editor, selection criteria, layout design, and pacing for print and digital platforms.

#### **Unit III**

Ethics, Law, and the Digital Frontier, Digital manipulation policies, staging controversies, and the boundaries of editorial toning. Ethical considerations when photographing children, victims of trauma, poverty, and grief. Media Law for Photographers: Copyright protection, fair use, right to privacy, defamation, and freedom of the press.

#### **Suggested Readings**

- Kobre, Kenneth. *Photojournalism: The Professionals' Approach* (7th Edition). Focal Press.
- Horton, Brian. *Associated Press Guide to Photojournalism*. McGraw-Hill.
- Ang, Tom. *Picture Editing: An Introduction*. Focal Press.

### Theoretical & Critical Readings

- Sontag, Susan. *On Photography*. Picador.
  - Sontag, Susan. *Regarding the Pain of Others*. Picador.
  - Barthes, Roland. *Camera Lucida: Reflections on Photography*. Hill and Wang.
  - Azoulay, Ariella. *The Civil Contract of Photography*. Zone Books.
- Ethics & Contemporary Issues
- Ritchin, Fred. *After Photography*. W. W. Norton & Company.
  - Newton, Julianne H. *The Burden of Visual Truth: The Role of Photojournalism in Mediating Reality*. Routledge.
- Lester, Paul Martin. *Visual Communication: Images with Messages*. Cengage Learning.

## MA(JMC)-DSE-02B Writing for Media

### Unit I

News values: Timeliness, proximity, impact, prominence, and human interest. Lead writing: Hard news leads, soft leads, and nut graphs. Story structures: Inverted pyramid, hourglass, and narrative storytelling. Digital optimization: Writing for SEO, hyperlinks, and scanned online text. Copy editing: Fact-checking, brevity, grammar, and AP/Reuters style guidelines.

### Unit II

Audio, Video, and Broadcast Writing, Radio scripting: Reader copy, actuality cues, and audio documentary scripting. Television news packages: Split-page scripting, writing to visuals, and voiceovers.

### Unit III

Public Relations: Press releases, media advisories, and pitch letters. Advertising copy: Headlines, taglines, body copy, and AIDA framework. Social media strategy: Platform-specific voice, hashtags, and crisis communication.

### Suggested Readings

- Rich, C. (2015). *Writing and Reporting News: A Coaching Method*. Cengage Learning.
- Carroll, B. (2020). *Writing for Digital Media*. Routledge.
- Stovall, J. G. (2018). *Writing for the Mass Media*. Pearson.
- Tompkins, A. (2017). *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*. CQ Press.
- Kern, J. (2008). *Sound Reporting: The NPR Guide to Digital Journalism and Production*. University of Chicago Press.
- Hewitt, J. (2013). *Air Words: Writing for Broadcast News*. Oxford University Press.
- Wilcox, D. L., & Reber, B. J. (2015). *Public Relations Writing and Media Techniques*. Pearson.

Felton, K. (2013). *Advertising Concept and Copy*. W. W. Norton & Company.

Bivins, T. (2018). *Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism*. Routledge.

## **MA(JMC)-DSE-03A Online Journalism**

### **Unit I**

Foundations of Digital Media & Web Journalism, structural shifts in media consumption, and the essential mechanics of writing for the web. Digital Evolution: Transition from traditional to digital media. The Digital Audience. Writing for the Web, headlines, leads, and short-form text.

### **Unit II**

Multimedia Journalism: Integrating text, audio, video, infographics, and interactive elements into single narrative features. Data Journalism: Sourcing open-source data; basic data cleaning, scraping, and spreadsheet management; creating interactive maps and chart visualizations (using tools like Flourish or Tableau). Social Media Content Strategy: Optimizing journalistic reporting for distinct platform algorithms; short-form video strategies.

### **Unit III**

Digital Ethics, Media Laws & AI in Journalism, Information Ecosystem Challenges: Navigating information anarchy; identifying deepfakes, misinformation, and disinformation campaigns; advanced digital verification and fact-checking methods. Economics of Web Media: Monetization models (paywalls, subscription networks, programmatic ad exchanges, sponsored journalism); structural digital divides and their impacts on global access.

### **Suggested Readings**

The Online Journalism Handbook: Skills to survive and thrive in the digital age, *Authors*: Paul Bradshaw & Lisa Rohumaa

Online Journalism: A Basic Text, *Author*: Tapas Ray

Convergence Culture: Where Old and New Media Collide, *Author*: Henry Jenkins

Data Journalism Inside the Global Newsroom, *Author*: Tom Felle

Mobile Journalism: Corporate Communication and Public Affairs, *Author*: Stephen Quinn

## **MA(JMC)-DSE-03B Film and Documentary studies**

### **Unit I**

Film History, Formalism, and Language, The Evolution of Narrative Cinema: Silent era, Classical Hollywood, and the transition to

sound. Major Cinematic Movements. Cinematography: Spatial composition, lighting, camera movement, and framing.

### **Unit II**

Critical Approaches and Film Theory, The gaze, voyeurism, and apparatus theory (Mulvey, Metz). Marxist and Ideological Critique: Cinema as an ideological state apparatus and cultural industry. Feminist and Queer Film Theories: Representation of gender, sexuality, and the subversion of the dominant gaze.

### **Unit III**

Documentary Theory, History, and Praxis, Defining the Non-Fiction Image: The ontology of the photographic image and truth claims. Ethical Dilemmas in Documentary: The relationship between filmmaker, subject, and audience. The Contemporary Essay Film: Subjectivity, personal memory, and hybrid forms in the digital age.

### **Suggested Readings**

Bordwell, D., & Thompson, K. (2019). *Film Art: An Introduction* (12th ed.). McGraw-Hill.

Cook, D. A. (2016). *A History of Narrative Film* (5th ed.). W. W. Norton & Company.

Eisenstein, S. (1949). *Film Form: Essays in Film Theory*. Harcourt, Brace.

Bazin, A. (1967). *What is Cinema?* (Vol. 1). University of California Press.

Mulvey, L. (1975). Visual Pleasure and Narrative Cinema. *Screen*, 16(3), 6–18.

Stam, R., & Miller, T. (Eds.). (2000). *Film and Theory: An Anthology*. Blackwell Publishers.

Braudy, L., & Cohen, M. (Eds.). (2009). *Film Theory and Criticism: Introductory Readings* (7th ed.). Oxford University Press.

Gabriel, T. H. (1982). *Third Cinema in the Third World: The Aesthetics of Liberation*. UMI Research Press.

## **MA(JMC)-DCC- 12 Media Ownership and Management**

### **Unit- 1**

Principals of Management practices in media industry- Different types of newspaper ownership patterns in India, Organisational pattern of a daily newspaper and magazine, functioning of editorial, business and printing departments, inter-relationship and coordination among them.

### **Unit- II**

Organizational structure of AIR & Doordarshan and private TV & Radio Channels in India, News Agencies of India- Structure and function, Cross media ownership.

### **Unit- III**

Newspaper economics, circulation and advertising as sources of revenue;

Newspaper as an industry and as a public forum; Problems of small newspapers. Measures for the press to cope with the challenges from electronic media and internet; Introduction to major Indian professional organisations of media: INS, ABC, Editor's Guild of India, AINPEC, IFWJ, NUS.

**Suggested Readings:**

1. Report of the Enquiry Committee on Small Newspaper (1965).
2. Kothari, Gulab, Newspaper Management in India. Intercultural Open University, Netherlands.
3. Sindhvani, Trilok N., Newspaper Economics and Management. Ankur Publishing House, New Delhi.
4. Mathur, B.S., Principles of Management. National Publishing House, New Delhi.

## **Semester- IV**

### **MA(JMC)-DCC 13 Statistical Methods and Tools in Communication**

#### **Unit- I**

Statistics: Meaning, function and place of Statistics in communication research;

Measurement: Meaning, levels of measurement; Data Processing: Classification, tabulation and coding.

#### **Unit- II**

Descriptive Statistics: Measures of Central Tendency (Mean, Median and Mode); Measures of Dispersion (Index of Qualitative Variation, Quartile Deviation, Standard Deviation and Coefficient of Variation).

#### **Unit- III**

Correlation: Characteristics of Correlation, Measures of Correlation (Carl Pearson, Spearman and Concurrent Method), Hypothesis testing of means and proportions for large and small samples; Non parametric tests, Chi-square Test. Use of SPSS in Data analyses

**Suggested Readings:**

1. Ahuja Ram (2001) Research Methods. Jaipur: Rawat Publications
2. Allen Mike (2008) Quantitative Research in Communication. USA: Sage Publications.
3. Merrigan, G., & Huston, C. L. (2008, 2nd edition, Paperback) Communication Research Methods. Oxford University Press.
4. Reinard John C. (2006) Communication Research Statistics. New Delhi: Sage Publications.
5. Wimmer, R.D. and Joseph R. Dominick (2006) Mass Media Research: Processes, Approaches and Applications. India Edition: Cengage Learning.

Wrench J.S. et al. (2009, Indian Edition) Quantitative Research Methods for Communication. New Delhi: Oxford University Press.

## **MA(JMC)-DCC-14 Public Relations and Corporate Communication**

### **Unit- I**

Public Relations and Corporate Communication- concept and scope, publicity, propaganda, advertising, and sales promotion, PR and public affairs; Public Relations: Definition, objectives; brief history of public relations in India. Structure of PR and Corporate communication in State, Public and Private Sectors

### **Unit- II**

Tools and techniques of PR and Corporate communication- corporate identity and reputation, media planning and selection for PR and corporate communication, Publics in corporate communication and PR, financial publics, opinion makers, lobbying, campaign planning, corporate communication research, qualities of PR personnel.

### **Unit- III**

Crisis management- PR & corporate communication in damage control, crisis management, use of media in times of crisis, third sector initiative Ethical issues of Public Relations and Corporate Communication- standards and Code of Ethics, professional organizations and councils.

#### **Suggested Readings:**

Cutlip, Scott M. and Allen H. Center, Effective Public Relations. Prentice-Hall, New Jersey.

Sahai, Baldeo, Public Relations. Standing Conference of Public Enterprises, New Delhi.

Broom, Glen and David Dozier, Using Research in Public Relations. Prentice-Hall, New Jersey.

Oxley, Harold, The Principles of Public Relations. Kogan Page, London.

Basu, Anil, Public Relations: Problems and Prospects. Space Age Publications, New Delhi.

Kaul, J.M. Public Relations in India. Naya Prakash, Calcutta.

Mehta D.S., Handbook of Public Relations, Allied Publishers, New Delhi.

Sengupta, Sailesh, Management of Public Relations & Communication, Vikas Publishing House, New Delhi.

Black, Sam, Practical Public Relations, Universal Book Stall, New Delhi.

Jethwaney, Jaishri N., Public Relations: Concepts, Strategies, Sterling Publishers Pvt. Ltd., New Delhi.

Tiwari, Raghunath Prasad, Rajya Sarkar aur Jansampark. Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal

## **MA(JMC)-DSE-04B New Media Studies**

### **Unit I**

Foundations of New Media & Digital Culture, traditional mass media to digital landscapes, Shift from print, analog radio, and television to internet-driven digital forms. Characteristics of New Media: Numerical representation, modularity, automation, variability, and trans-coding. Media Convergence: Merging of distinct media technologies, industries, and content formats into unified platforms. Audience Shift Transformation of passive media consumers into active content creators and participatory digital networks.

### **Unit II**

Digital Content Creation & Web Writing, practical mechanics, formats, and professional techniques required for storytelling across various digital media platforms. Writing for the Web: Hyper text, scan ability, brevity, microcontent creation, and optimal structure for online readers. Platform-Specific Formats: Principles of content layout for personal blogging, social networks, and multimedia micro-blogs. Multimedia Storytelling: Integrating text, high-resolution photography, streaming audio/podcasts, and mobile video into a singular narrative.

### **Unit III**

Ethics, Law, and Emerging Trends in New Media, Digital Freedom & Regulations: The legal scope of freedom of speech online, defamation laws, and regional cyber regulations. Intellectual Property: Copyleft movements, open-source resources, creative commons licensing, and copyright infringements in digital media. Information Security: Fact-checking procedures, tracking digital misinformation, identifying deepfakes, and mitigating algorithm bias.

Suggested reading

## **MA(JMC)-DSE-05A Advertisement and Marketing**

### **Unit- I**

Concept, functions, classification & types, evolution of advertising, advertising in the era of globalisation, advertising and its impact on society with special reference to children and women, advertising and consumerism, standards and ethics in advertising, surrogate advertising, importance of self regulation in advertising.

### **Unit- II**

Advertising Agency-role, structure and function, client agency relationship, media planning and budgeting, media selection, research techniques in advertising. Advertising campaign - The planning cycle, USP, Brand building and positioning, Brand Equity, importance of brand power, brand strategy and structure, integrated advertising campaign

### **Unit- III**

Creative process, idea generation, story board, advertising copy writing and production for various mass media.

Economics of web enabled media, content, advertising, online shopping, ticketing and e & m commerce Market research -Product research, audience/ consumer research, marketing strategies, event as a marketing tool, global marketing, marketing and new media, event management.

**Suggested Readings:**

Aaker, David A., Rajeev Batra and John G. Myers. Advertising Management. Prentice-Hall, New Delhi.

2. Sengupta, Subroto, Brand Positioning. Tata McGraw-Hill Publishing Co., New Delhi.

Rege, G.M., Advertising Art and Ideas. Kareer Institute, Bombay.

Caples, John., Tested Advertising Methods. Harper & Bros, New York  
Ogilvy, David, The Unpublished David Ogilvy. Sidgwick & Johnson, London.

Harrison, Tony (Ed.), A Handbook of Advertising Techniques. Kogan Page. London.

Chunnawala, S.A. and K.C. Sethia. Foundations of Advertising: Theory and Practice. Himalaya Publications, Bombay.

**MA(JMC)-DSE-05B Sports journalism**

**Unit I**

Introduction and Foundations of Sports Journalism, evolution of sports media, foundational concepts, and the overall structure of domestic and international sports management. Understanding Sports Journalism: Definition, history, evolution, and its distinct social impact. The Sports Ecosystem: Roles and functions of global governing bodies (e.g., IOC, FIFA, ICC) and local national sports authorities (e.g., Sports Authority of India).

**Unit II**

Sports Reporting and Writing Techniques, practical skills for text-based, visual, and analytical sports content production. News Values in Sports: Determining what makes a sports event newsworthy and managing time-sensitive deadlines. Writing Formats: Structuring different formats including standard game recaps, advanced trend stories, player profiles, analytical columns, and opinion pieces. Interviewing Skills: Techniques for preparing, managing, and conducting interviews with athletes, coaches, and sports executives in both routine and controversial settings.

**Unit III**

Sports Broadcasting, Commentary, and New Media, This unit targets multi-platform journalism, focusing on real-time broadcasting and modern internet tools. Television and Radio Coverage: Mechanics of a

sports newsroom, writing script alerts, and creating production elements for television and radio. Live Commentary: Techniques for providing running commentary (play-by-play), performing expert analysis, and managing live audio-visual broadcasts.

### **MA(JMC)-DCC 15 Research Project/ Dissertation**

The Project Report is required to be submitted at least fifteen days before the commencement of the Semester IV (Final Year) examination. Those students who fail to do so will not be allowed to appear in the examination.

The student have to write the project report in any media or any other organization, taking one of the topic relating to the below mentioned major areas in consultation of the Regular/Guest/Visiting Faculty member and Head/ Incharge of the Department.

Broadcasting, Print Media,

Development Support Communication, On-Line/Cyber Media, Media Management,

Public Relation and Advertising

The Project Report will be evaluated by External examiner and internal examiner out of 100 marks and Viva voice will be of 70 marks. The viva voice will be based on project report, contemporary knowledge in journalism and mass communication and subject knowledge. The panel of examiner for Viva voice exam will include external examiner and Head/Incharge of the Department.

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